A **Visioning Session** is a meeting where all members of the public were invited to come and share ideas on aspects of the community they like and those they wish could be changed and potential changes in the City of Burton. The visioning session took place on September 29 at 7:00pm to 9:00pm at the Burton Senior Activity Center, where 28 participants were divided into six groups. These groups took part in a SWOT Analysis of the city and developed goals and objectives. A SWOT Analysis stands for Strengths, Weaknesses, Opportunities, and Threats.

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
• are internal positive features or advantages that the community has.	• are internal negative features or disadvantages that the community has.	• are external postivite features or advantages that the community has.	• are external negative features or disadvantages that the community has.

These four parts of the SWOT Analysis were explained to the groups and utilized maps of the city to develop items then categorize the items into these four categories. Below are the results of the different groups listing of the city's strengths, weaknesses, opportunities, and threats. The "+" indicates points that were shared by two or more tables.

Strengths

- Neighborhoods
- Transportation Network++
    - I-69 Corridor Proximity
    - I-475 Corridor Proximity
- Proximity to airport
- Proximity to colleges+
- Great Public Services, Fire and Police++
- Good Schools+
- Borders Grand Blanc and Davison+
- Investment into Infrastructure +
- Kelly Lake Park+
- For-Mar Natural Preserve & Arboretum
- Activities in the Community
    - Burton Race Series
    - Burton Movies on the Lawn
- Education Options
- Housing- High Rises
- Meijer
- Have designated Downtown
- Availability for new industrial, business, and housing development++
- Businesses along Center and Belsay Road

Weaknesses

- High Property Taxes compared to neighboring municipalities
- Poor Road Quality
- Along roadways side open ditches
- Lack of sidewalks and bike paths
- Lack of street lighting (Belsay and I-69)
- More curb appeal/beautification of city
- Connectivity of members within the community
- Lack of city slogan
- Kelly Lake's water quality
- Low local economy
- Lack of family restaurants

- Not enough retail businesses
- Undeveloped subdivisions
- Blight
- Housing stock
- Lack of main street feel in Downtown+
- Too many homelessness citizens
- Too many panhandlers within the community
- Lack of Signage (Kelly Lake & Schools)
- Lacking ability to attempt to get grants (lack of a grant writer in city)
- Proximity to the City of Flint

Figure 8-9: City of Burton Visioning Session.
Photos of the City of Burton's Visioning Session held on September 29, 2016 at the Burton Senior Activity Center.

Opportunities

- Existing Infrastructure+
- Proximity to Expressways
- Proximity to airport
- Create or extend trails (Davison, Iron Belle, Flint River Trail, & Bike paths)+
- Cross County Sewer Trails
- Room for Expansion of Housing Variety++
- Availability for Senior Housing
- Affordability of Real Estate
- Vacant businesses/property available+
  - Encourage community gardens
  - Sell Side lots
  - Redevelopment opportunities
- Court Street Development

- Redevelopment of Courtland Center
- Improvements in Kelly Lake Park
- Combining resources with private, public, and nonprofit partnerships
- College institutions nearby Mott, Baker, University of Michigan Flint, Kettering+
  - Become location for Student Housing
  - More business startup opportunities
  - Offer/have colleges connect to high schools
- Look at merging school system++
- Proximity to Grand Blanc and Davison

Threats

- Associated with the City of Flint++
- Unusual city boundaries- identity confusion with neighbors
- Vacant buildings across border
- Crime Rate
  - Break-ins
  - Heroin
- Homelessness in area
- Dust, smell, and environment in places around the city
- Location of jobs
- Local economy
- Blight
- Housing stock available
- Failing infrastructure of roads, bridges, and flooding
- Local Demographic trends

Figure 8-10: City of Burton Visioning Session
The whole room view of the City of Burton's Visioning Session held on September 29, 2016 at the Burton Senior Activity Center.

Following the SWOT Analysis, the groups created goals and objectives for the community. **Goals** are statements about the future of the community. Goals help to articulate a vision or set of characteristics of the future community in an abstract way or based on values and principals of the community. **Objectives** are exact steps that can be taken to achieve the goals. Objectives are generally measurable, quantifiable, realistic, and help give direction to the city. The different groups developed different goals and objectives for the community, then individuals voted on what they thought were the best ideas. Each individual was given five stickers to vote on each other's goals and objectives. Below is a wordle diagram show all of these different goals and objectives. The larger the text the more individuals agreed with the idea. The top five votes went to: More park improvements, walkable community, addition of a splash pad in one of the parks, addition of a dog park in one of the parks, and eliminate blight.